

SHOW FILES

File 16:Gale Group PROMT(R) 1990-2003/Aug 14
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File 47:Gale Group Magazine DB(TM) 1959-2003/Aug 06
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File 148:Gale Group Trade & Industry DB 1976-2003/Aug 14
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Set	Items	Description
S1	2836	(OFFER (4N) JOIN)
S2	758	S1 AND (FREE OR SAMPL?)
S3	1519	S1 AND (ONLINE OR WEB OR INTERNET)
S4	492	S2 AND (ONLINE OR WEB OR INTERNET)
S5	46	S4 AND (JOIN? (5N) FREE)
S6	17	S5 NOT PY>1999
S7	22	(JOIN? (4N) (GET () FREE))
S8	14	S7 NOT PY>1999
S9	52	(SIGN? () UP) (6N) (GET () FREE)
S10	22	S9 NOT PY>1999
S11	5	S9 AND MUSIC
?		

TS11/9/3

11/9/3 (Item 3 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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Blockbuster Launches Corporate Campaign

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Jim Kirk

CHICAGO - Blockbuster Entertainment last week launched its first corporate advertising since its 1994 merger with Viacom: a 60-second TV spot that aired during its Blockbuster Entertainment Awards show on CBS.

The spot is the first of what is expected to be several image spots, featuring heart-warming glimpses of families enjoying the different elements of Blockbuster Entertainment, including its video and music stores, Spelling Entertainment Group programming, Showtime cable channel, Discovery Zone play centers and theme parks.

'It's a first step in talking to the consumer about how Blockbuster Entertainment means more than video stores,' said Brian Woods, vp/marketing for Blockbuster Entertainment. 'It attempts to put arms around a number of things that this company is all about.'

It's also a precursor to some of the ways Blockbuster plans to cross-merchandise its disparate products. Currently, the company is testing cross-marketing ideas that include setting up listening posts in Discovery Zones where parents can listen to selections from Blockbuster Music while waiting for their kids to finish playing. The company is also testing programs where consumers can get free videos for signing up for Showtime.

'It's really the first foray into attracting brand awareness to Blockbuster Entertainment,' said Randy Sims, vp/creative director on the spot at Blockbuster agency D'Arcy Masius Benton & Bowles, St. Louis.

The corporate spots are expected to air during marquee events, including the Academy Awards.

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PUBLISHER NAME: ASM Communications, Inc.

COMPANY NAMES: *Blockbuster Entertainment Corp.

EVENT NAMES: *240 (Marketing procedures)

GEOGRAPHIC NAMES: *1U7TX (Texas)

PRODUCT NAMES: *5736000 (Home Video Stores)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business)

NAICS CODES: 45122 (Prerecorded Tape, Compact Disc, and Record Stores)

TICKER SYMBOLS: BBEC

SPECIAL FEATURES: LOB; COMPANY

ADVERTISING AGENCY: D'Arcy Masius Benton & Bowles

ADVERTISING CODES: 74 Campaign Launched; 21 Television; 55 Company Planning/Goals

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